

Men's and Women's \$3.98 Umbrellas, \$2.98

AN EXCELLENT OPPORTUNITY to save a dollar and still buy an Umbrella that will give service and satisfaction. They are covered with good quality American taffeta, tape edge, and made over eight-rib paragon frames.

The Women's Umbrella Handles are for the most part of solid bakelite with rings to match, some have cord loops or leather side straps. Some of the handles are worth the price of the Umbrellas.

The Men's Umbrellas have a variety of natural and carved wood handles, some with bakelite trimmings.

Mat. Floor.

Fulton Street
Bond Street

Frederick Loeser & Co., Inc.

Livingston St.
Elm Place

BROOKLYN - NEW YORK

BUSINESS HOURS 9 TO 5:30

All Silk Black Chiffon Velvet, \$5.98

IT IS SELDOM that a perfectly designed black velvet gown doesn't bring forth the exclamation "Isn't that a stunning gown!" And this season Black Velvet is being used extensively for creating just such stunning afternoon and evening gowns.

This all silk Black Chiffon Velvet, of which we have only a limited quantity, has a deep lustrous pile and will fall in graceful folds for draped models; 40 inches wide.

Second Floor.

Whether Suits or One-Piece Frocks Are the Greatest Temptation, or Coats



depends on your personal requirements, for all prices are so low that the financial consideration cannot affect your decision

Dresses, \$25 to \$175
Suits, \$25 to \$175
Coats, \$29.75 to \$175

CHOOSING AT RANDOM we picture some very charming things that would make a smart outfit for anyone, even those who have many social demands. And you, yourself, will note how little you will have to spend for such Suits and Coats.

Suits at \$35, created from fine, all wool velours de laine and lined with harmonizing silk. The coat is 37 inches long and slashed as demanded by the mode. Little stitched loops are used as decoration. Collar is convertible. Choice of season's conservative colors.

Suits at \$45, worked out in duvet de laine in a choice of season's wanted colors. So distinguished in style, so charming in its correct tailoring that the woman who wears it will be conscious that she is impeccably dressed.

Coats at \$39.75, made of American Bolivia; a fine, dependable fabric that holds its shape and wears so well that it is used by all sorts of persons regardless of how much they wish to spend. The convertible collar makes it possible for those who have a fur neckpiece to utilize it. This Coat is silk lined throughout.

Second Floor

Canton Crepe in All Silk

chooses Jets as Cabochons and as little sparklers to embroider designs that are lace-like in delicacy, which makes a really formal frock. For other dresses braids and embroidery in silks, little tassels, gay Oriental colors picked out with steel, and no end of

other engaging whims that determine just the hour of the day for which the frock is suitable.

These Two Dresses at \$33.75 and \$49.75

pictured at the right are among the kind of which we speak. But they only play the roll of inviting you to see the many others that are receiving to-morrow. There are literally dozens for your choice and every correct color of the season is in the showing. Come early. Take time to choose leisurely and get a frock that will be becoming so long as you wish to wear it.

New All Wool Prunella Twill Separate Skirts, \$7.75

Prunella twill is made in so many grades that often one does not stop to consider quality and to ask: "Just what sort of prunella is this?" But we want to anticipate that question and tell you that there is no better grade made than the prunella that is in these new skirts that were made to sell up to \$18.50. There is a choice of stripes and plaids and the Skirts are plaided in a most attractive manner. The plaids are stitched hip-deep to give a slenderized effect. There are all sizes and all lengths for women and for misses; and the color combinations are very charming. If you plan to wear these Skirts with a sweater, be sure to bring your sweater so as to get good harmonizing tones or else fine gay contrasts.

Second Floor.



Fur Coats and Fur Neckpieces : New!

Never Shown Before and Very Modish

BECAUSE OF THE MANNER in which the Loeser Furs are selected and created into garments that are most intriguing customers have a confidence in selecting here that is most satisfying.

Fur Neckpieces from \$15 to \$90

Chiefly in two-skin animal effects, that have come to be the most satisfying styles that Fashion has yet devised for what is known as "small furs."

Stone Marten, Ranges \$55 to \$75
Skunk, Ranges \$30 to \$75
Japanese Sable, \$30 to \$50
Dyed Blue Fox, \$65
Hudson Bay Sable, \$55 Up

Natural Mink, \$27.50 Up
Natural Baum Marten, \$95
Fox Scarfs, \$27.50 Up
Natural Squirrel, \$15 to \$85
Others Moderately Priced

Loeser's Fur Coat Collection Is Thoroughly Fine

Prices depend on models and pelts. Extra sized Coats a specialty.

Second Floor.

New Plaid Sweaters Regular \$7.95 Value \$6.95

EXCEEDINGLY smart and youthful is this new slip-on Sweater of zephyr wool with bright silk stripes in plaid effects. The round neck and turn-back cuffs have the silk finish too. This Sweater will make an attractive costume worn with a plain skirt. Navy blue, buff, peacock blue, contrasting silk stripes.

Second Floor.

Lace, Scrim and Panel Curtains, 5,000 Pairs : Savings of 15 to 40 Per cent

IN YOUR AUTUMN REFURNISHING PLANS there is no problem that cannot be quickly and economically filled in the Loeser Upholstery Store.

Aside from the vast stocks of new and regular lines, there are:

\$7.50 to \$9 Imported Irish Point Curtains at \$5.98 Pair

Fifteen designs in white and ivory.

\$2 and \$2.25 Nottingham Lace Curtains, \$1.35

\$2.50 and \$3 Nottingham Lace Curtains, \$1.95

Fifteen styles in white and ecru, mostly the popular Filet net styles.

\$1.15 and \$1.25 Marquiesette and Scrim Curtains, 89c

\$1.45 and \$1.85 Marquiesette and Scrim Curtains, \$1.39

Five hundred pairs in fifteen designs.

Marie Antoinette Panel Curtains

\$3.95 Each, instead of \$5 and \$6

Pretty French designs in white and ecru.

Brussels and Filet Nottingham Curtains

Twenty-five beautiful styles in white and ecru:

\$2.45 pair, values to \$3.50

\$3.50 pair, values to \$5

\$4.45 pair, values to \$6.50

\$6.75 pair, values to \$10

Marquiesette, Scrim and Voile Curtains

Fifteen hundred pairs in white, cream and ecru:

\$1.75 pair, values to \$2.75

\$2.69 pair, values to \$3.75

\$3.65 pair, values to \$5

\$5.85 pair, values to \$8

\$7.75 pair, values to \$10

Curtain Marquiesette, Voiles and Block Scrim

7,500 Yards at 39c. Yard : Last Fall's Prices 69c. and 79c

In a large variety of patterns in white, cream and ecru.

10,000 Yards Cretannes, Special at 25c., 39c. and 59c. Yard

A wonderful variety of handsome designs and colorings.

Imported Lacet Arabian Panel Curtains

Combined with Marie Antoinette work, elaborate and attractive Curtains and unequalled values at the following prices:

\$4.45 each, values to \$8.98.

\$5.95 each, values to \$9.75.

\$7.98 each, values to \$12.50.

Third Floor.

Plain Facts

Are Bringing the People To Loeser's

THE PEOPLE seem to know quite well what they want—and to go where they can get it.

The splendid business with which October has opened (we are selling more goods than in any October in our history) isn't a matter of luck or of printers' ink, or of any element of mere cleverness or sensation.

People are coming to Loeser's because they find SATISFACTION in Loeser goods and Loeser ways; because they are least often told here that any desired article is "just out of stock"; because they are sure of their full money's worth and often a little over; because they are sure promises will be kept; because there is little fuss or "red tape" and there is a very wide liberality of dealing; because in a word —THIS IS LOESER'S!

The plain facts are evident. People very soon give up chasing a will-o'-the-wisp. It is service that counts in the long run. It surely is safe to deal with a store that lives up to this familiar

Loeser Guarantee

We guarantee the price of every article we sell to be as low as or lower than the same article or pattern can be bought for elsewhere. If in a day, a week or a month later you find the same goods at lower prices, make a claim on us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell.

"The Piano House of Brooklyn"



The Baby Grand Piano

A Creation of Rare Decorative Beauty

SIMPLY as something to please the eye nothing has been designed or created in a decoration for the home that even approaches the character and charm and winning beauty of the Baby Grand Piano. Wherever it goes it beautifies its surroundings and adds a new dignity to the room.

There was a time when the Grand Piano was suitable only for the concert stage or palatial surroundings because of its size. Now that this wonderful instrument has been recreated in a size that takes up little more space than the average upright piano almost every home can enjoy its company.

And as a musical instrument it is a masterpiece, wonderful in tonal values, exceptional for resonance, clarity and sweetness. Then, what is more important today, the Baby Grand costs no more than an Upright of the quality.

Come to Loeser's! See it! Hear it!

Six Famous Makes to Choose From

The very "cream" of the Baby Grands made in the United States. The leader of every class. The best value at the various prices to be found anywhere.

The Peerless Kranich & Bach

Hazelton-Estey

W. P. Haines—Milton—Francis Bacon

At \$595

At this very low price Loeser's offers a Baby Grand Piano which is unquestionably the greatest value offered by any Piano House in the United States by many dollars. It is an instrument that is made of the very highest grade of materials and made to last a lifetime by the highest grade of Piano builders. You are invited to come and hear it and compare it with any instrument on our floors or elsewhere. You will surely agree that there is no value anywhere to equal it.

If You Cannot Come in Person Fill in and Mail This Coupon
FREDERICK LOESER & CO., Inc.,
Brooklyn, N. Y.

Please furnish me with full information regarding your offering of a Baby Grand Piano at \$595, without any obligation on my part.

Name.....

Address..... H 10-16-21

Your Own Terms—

Within Reason

Sale of Imported Aluminum Tea Kettles and Sauce Pans

\$3 Aluminum Tea Kettle at \$1.98

The extra heavy gauge kind with patented cool handle; wood grip, extra heavy riveted ears, seamless welded spout, full 5 1/2-quart capacity. Regularly \$3; for this sale, \$1.98.

\$1.79 Aluminum Sauce Pan Set at \$1.39

Heavy gauge double-lipped Aluminum Sauce Pan Set; consisting of three pans; 1 1/2, 2 and 3-quart capacities.

\$2.98 Covered Aluminum Sauce Pan Set at \$2.15

Heavy gauge aluminum covered Sauce Pan Set; consisting of three pans; 2, 3 and 4 quart capacities.

Basement

An Important Underpriced Group of Fine Table Linens and Towels

TABLE LINENS, TOWELS AND TOWELINGS of the sterling grades for which this Store is noted, in the attractive patterns which are the result of our own careful choosing and at low prices which are not to be matched anywhere for the grades concerned.

\$2.75 Table Damask, \$1.75 Yard

Full bleached Irish linen Table Damask, 70 inches wide, in a variety of floral patterns. About eight hundred yards for this price.

\$5 Pattern Table Cloths, \$3.53

Irish linen Pattern Table Cloths, in fleur de lis and stripe and rose and coin spot border; 70x70.

All Linen Napkins

This is a special purchase of fine quality all linen full bleached Napkins which are offered for less than import cost:

20-inch size, regularly \$7.50, for.....\$4.89

22-inch size, regularly \$12, at.....\$8.50

24-inch size, regularly \$16, for.....\$10.50

24-inch size, regularly \$24.50, for.....\$15.50

\$1 Linen Huck Towels for 69c

All linen hemstitched Huck Towels, in a number of attractive border designs, some with wreath spaces for monogram.

\$1.50 Linen Huck Towels, \$1

Extra large size all linen Huck Towels in attractive border designs.

59c. Turkish Towels, 39c.

A splendid lot of Turkish Towels, some with the desired wreath borders and striped in pink, blue, orange and lavender.

59c. Linen Crash Toweling, 39c. Yard

Irish linen Crash Toweling of an extra fine quality for dish or roller towels. An unequalled value for the price.

Main Floor.